



Apply for Wales Golf New2Golf Beginner Scheme.

New2Golf Beginner Scheme 2020 – Example Action Plan

Please use and adapt these ideas to help develop your new2golf back2golf beginner scheme.

Pre Scheme

| Week | Actions | Details | Approximate date | Who is responsible | Completed (tick and date) |
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| | Club REMOTE planning meeting set up by the development officer. All schemes must be run in line with the CURRENT Welsh Government's restrictions at the time (speak to your development officer for advice on this). The safety of the participants, coaches and volunteers is paramount and the club and coach must conduct a risk assessment. | | | | |
| | Have a REMOTE meeting with existing section, that you are trying to increase (e.g. ladies) to make them aware of the scheme, reasons and to get their backing in creating a friendly welcoming environment. Also invite LA and Key Partners | | | | |
| | Identify volunteers to help organise and run the scheme | | | | |
| | Identify membership area you would like to target. General beginners, families, women and girls etc. | | | | |
| | Agree a 'trial membership' package with committee / club manager for beginner scheme attendees (examples attached) Look at current membership offers and see if they suit differing lifestyle and needs | | | | |
| | Arrange date for initial taster session and provisionally book taster days and lessons with golf professional (<i>Lesson must take place outdoors</i>) | | | | |
| | Organise a remote meeting with key volunteers: <ul style="list-style-type: none"> • Distribute roles • Recruit playing mentors • Discuss ideas on how and where to promote scheme (sample communication plan available): | | | | |
| | Develop a communication plan this may include ideas such as: <ul style="list-style-type: none"> • Emailing membership - encourage them to promote with family and friends • Social media (77% of women use face book) • Posters, distribute in local shops, businesses, residential areas, other sports clubs etc. • Press editorial | | | | |

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| | Think about what local facilities you have access to? What companies do your members work for? Can they promote in their workplace? Local sports clubs? Member friend and family? Taster sessions in schools and community clubs to promote free taster day? Town centre campaign? Local fete? Etc. | | | | |
| | Plan your taster day/session (example on WG website or request). Contingency - organise what will happen in adverse weather conditions. (adhering to government restrictions). | | | | |
| | Ensure telephone/ email booking sheets are placed by telephone/ computer and people answering is fully aware of scheme details REMEMBER – when participant's book encourage them to bring a friend or family member if they wish. | | | | |
| | Ensure all current members are aware that the scheme is taking place and that there will be a relaxed dress code for all beginners on the scheme | | | | |
| | Decide on dates to run a fun beginner competition/ intro to course for all participants (adhering to government restrictions). | | | | |
| | Design a promotional letter and email detailing continuation lessons and trial membership (outline the benefits) | | | | |
| | Design a promotional letter/flyer for full membership (outline the benefits) | | | | |
| | Apply for Wales Golf New2Golf Beginner Scheme. | | | | |
| | Estimate approx. number on taster day and contact Wales Golf to pre order New2Golf packs. | | | | |

During Scheme

| Week | Actions | Details | By when | Who is responsible | Completed (tick and date) |
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| | Turn up 2 hrs prior to start to set up (a taster day outline is available on request or on the WG website) | | | | |
| | Meet and greet participants in the car park or clearly display signs (<i>social distancing must take place at all times</i>) | | | | |
| | Registration should be done by volunteer using laptop/tablet to eliminate paper/touch due to COVID-19. Make sure participants emails are gathered on | | | | |

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| | <p>registration for future communication.</p> <p>Due to COVID-19 Register of attendance MUST be taken and held for 21 days in line with government guidelines Test Trace Protect https://gov.wales/test-trace-protect Participants must be notified of this. Template provided.</p> | | | | |
| | <p>Fun taster of golf (putting/practice area) Pro and volunteers. Due to current restrictions and safety, group sizes can be 4 to 8 participants per hour, session must take place outdoors and social distancing should take place at all times. If there is no other option than to loan equipment, equipment must be sanitised before and after use. Hand sanitiser must be available for all involved, before, during and after the sessions.</p> | | | | |
| | <p>Participants sign up for lessons and sign up to New2Golf Membership ONLINE (FREE During COVID-19, poverty will increase and will be a barrier for people accessing the sport).</p> <p>https://www.walesgolf.org/join-new2golf/</p> <p>Distribute New2Golf packs</p> | | | | |
| | <p>Confirm the details of the participant's lessons (date/time) by email</p> | | | | |
| <p>Week 1 of WG lessons</p> | <p>Ensure a volunteer/s from membership attends all 6 lessons and provides an especially warm welcome to the participants during the first week.</p> <p>Utilise volunteers to support delivery, for example to minimise contact with others but still gain larger groups. 1 week a volunteer to deliver an activity with a group of 4 to 8 whilst the professional delivers to another group. Then rotate on week two. When restrictions allow, the groups could merge.</p> <p>Vulnerable and shielding groups – slight amends to scheme can be considered for these groups. For example, 2 people per 25 minute session.</p> <p>Hand sanitiser must be available for all involved, before, during and after the sessions.</p> <p>Encourage the participants to use the club house after lessons for refreshments to increase the social element (when government guidelines allow).</p> <p>Throughout scheme</p> <ul style="list-style-type: none"> • talk about next offer. E.g. additional lessons and | | | | |

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| | trial membership, along with the benefits. <ul style="list-style-type: none"> • After each session check if everyone attended. If not it is worth chasing to inform them about the next session etc. • Send regular reminders about next week's session • Encourage participants to use facilities • Promote club social events (when government guidelines allow). | | | | |
| Week 2-5 of WG lessons | Promote continuation lessons and trial membership <ul style="list-style-type: none"> • Ask the women for their feedback and what they want out of golf. Check that your offer matches the needs of the women, or could something else be developed. | | | | |
| Weeks 6 of WG lessons | Book participants onto continuation lessons (6 weeks) and/ or trial membership. Submit claim form to WG for lessons | | | | |
| Week 7-12 Continuation lessons | Continuation lessons take place – funded by participants Organise playing opportunities for those ready and mentors to take them onto the course. | | | | |
| Week 11 Continuation lessons | Promote trial membership (if not already done so) Organise social event for end of scheme participants and families (when government guidelines allow). | | | | |
| Week 12 Continuation lessons | Promote playing opportunities e.g. time ladies section meet for competitions, junior night etc. (when government guidelines allow). | | | | |

Post Scheme

| Week | Actions | Details | By when | Who is responsible | Completed (tick and date) |
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| During trial membership | Encourage participants to play with current members/ mentors/ buddies and with each other | | | | |
| | Organise fun competitions or weekly roll ups | | | | |
| | Promote and arrange social activities such as BBQs, pamper nights etc. (when government guidelines allow). | | | | |
| End of trial membership | Promote membership options | | | | |

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| | Help participants to gain a club handicap (if that is what they want to achieve) | | | | |
| | Encourage them to invite family and friends to the club and potentially to have lessons themselves | | | | |

If you have any questions please do not hesitate to contact us.

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| Community Golf Development Co-Ordinator Mid, West Wales Email: Theo.Baker@walesgolf.org Tel: 07837 689797 | North Wales Community Golf Development Co-ordinator Email: Kim.Ellis@walesgolf.org Tel: 07837 689773 |
| Women and Girls Co-ordinator, Community Golf Development Co-ordinator South East Wales Email: Simon.Lu@walesgolf.org Tel: 077603 33331 | Wales Golf Lead Safeguarding Officer Email: Sian.Simmons@walesgolf.org Tel: 01633 436048 |

